<u>AMENDMENT OF THE CLAIMS</u>:

Please amend Claims 98, 100-101, 103, 105-107, 110-111 and 113-115 as follows:

Claims 1-97 (canceled)

Claim 98 (currently amended): A Web-based consumer product marketing communication network for managing and delivering consumer product marketing communications to consumers along E-Commerce (EC) enabled Web sites on the World Wide Web (WWW), wherein each said EC-enabled Web site includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of consumer products offered for sale through said EC-enabled Web sites, said Web-based consumer product marketing communication network comprising:

a first Web-based subsystem, operably connected to the infrastructure of the Internet, and configured to allow product management team members and/or authorized parties, associated with one or more of said plurality of consumer products, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for said one or more of said plurality of consumer products;

wherein each said ~~MMVK,~~ <u>MMVK</u> has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of ~~CPI~~ <u>consumer product information (CPI)</u> resources,

wherein a plurality of Web-based information servers are operably connected to the infrastructure of the Internet, for serving ~~said~~ <u>a</u> plurality of ~~CPI~~ <u>consumer product information (CPI)</u> resources;

a database server, in communication with ~~said~~ <u>a</u> first Internet-enabled information server, <u>and</u> for storing and managing a CPI link structure for each said consumer product,

wherein each said CPI link structure includes

(i) a consumer product identifier assigned to the consumer product, and

(ii) a set of URLs specifying the location of ~~a~~ <u>said</u> plurality of CPI resources ~~located~~ on the WWW, and for programming said independently programmable display modes of said MMVK created and deployed for the consumer product identified by said consumer product identifier;

a second Web-based subsystem configured to allow <u>said</u> product management team members <u>and/or said authorized parties</u> to manage said CPI link structures for said one or more MMVKS, and independently program said set of CPI resources displayable during said CPI menu display mode of each said MMVK;

a third Web-based subsystem configured to allow ~~members of the~~ <u>said</u> product management team <u>members and/or said authorized parties</u> to independently program the advertising and promotional display modes of each MMVK with one or more of <u>said</u> advertising spots and <u>said</u> promotional spots;

wherein each said MMVK is implemented employing (a) a computer-executable server-side component stored on ~~a~~ <u>said</u> first Internet-enabled information server, and (b) a MMVK tag embedded within any of the HTML-encoded pages ~~located~~ <u>included</u> in said EC-enabled Web sites, embodying a unique URL, and referencing said computer-executable server-side component;

wherein said computer-executable server-side component includes code specifying:

(i) a connection to said database server, and

(ii) a CPI query to be executed on said database server, and dependent on the consumer product identifier assigned to said consumer product; and

wherein, the Web-browser of the consumer is configured to process said ~~installed~~ MMVK tag embedded within an HTML-encoded page of at least one of said EC-enabled Web sites,

wherein ~~the~~ <u>said</u> computer-executable server-side component corresponding to the MMVK tag is configured to automatically execute, and

wherein said first Internet-enabled information server is configured to generate the GUI of said MMVK for display on the Web browser, for review by the consumer at the EC-enabled Web site.

Claim 99 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein said consumer product identifier comprises a Universal Product Number (UPN) assigned to the consumer product.

Claim 100 (currently amended): The Web-based consumer product marketing communication network of claim 99, wherein ~~wherein~~ said CPI link structure further comprises:

(iii) at least one Trademark (TM) assigned to the consumer product.

Claim 101 (currently amended): The Web-based consumer product marketing communication network of claim 98, wherein, for each MMVK created and deployed for a ~~registered~~ consumer product <u>registered</u> on said Web-based consumer product marketing communication network, the MMVK tag associated with the MMVK is embedded in a graphical component contained within one said HTML-encoded page.

Claim 102 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein, for each MMVK created and deployed for a particular consumer product on said Web-based consumer product marketing communication network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 103 (currently amended): The Web-based consumer product marketing communication network of claim 100, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and

(v) a set of display attributes associated with each CPI resource ~~in~~ associated with said CPI link structure.

Claim 104 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 105 (currently amended): The Web-based consumer product marketing communication network of claim ~~98~~ 103, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 106 (currently amended): The Web-based consumer product marketing communication network of claim 98, wherein said first Web-based subsystem is further configured to allow ~~a member of the~~ said product management team members and/or said authorized parties to create and deploy one or more MMVKs for the consumer product, and then program the advertising and promotional display modes of said one or more MMVKs.

Claim 107 (currently amended): The Web-based consumer product marketing communication network of claim ~~98~~ 103, wherein a supply-chain information management system, operably connected to the infrastructure of the Internet, is configured to import said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into said database server.

Claim 108 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 109 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein at least one said MMVK tag is embedded in an graphical component in said HTML-encoded page.

Claim 110 (currently amended): The Web-based consumer product marketing communication network of claim 98, which further comprises ~~said~~ a plurality of EC-enabled information servers, operably connected to the infrastructure of the Internet, for supporting said plurality of EC-

enabled Web sites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs.

Claim 111 (currently amended): The Web-based consumer product marketing communication network of claim 98, ~~which further comprises~~ wherein said plurality of Web-based information ~~servers,~~ servers are operably connected to the infrastructure of the Internet, and configured for storing and serving said one or more advertising spots, said one or more promotional spots, and said set of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK.

Claim 112 (canceled)

Claim 113 (currently amended): The Web-based consumer product marketing communication network of claim 98, which further comprises a ~~fifth~~ fourth Web-based subsystem configured to allow hosting of a plurality of said MMVK tags listed in a Web-based MMVK Tag Library served on the WWW.

Claim 114 (currently amended): The Web-based consumer product marketing communication network of claim 113, wherein an authorized party can download one or more of said MMVKs tags listed in said Web-based MMVK Tag Library, for subsequent embedding in one or more HTML-encoded pages.

Claim 115 (currently amended): The Web-based consumer product marketing communication network of claim 98, wherein said second Web-based subsystem is further configured to allow said product management team members and/or said authorized parties to register said plurality of consumer products with said Web-based consumer product marketing communication network, using said consumer product identifiers.